IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PASSIVE ENFORCEMENT METHOD FOR MEDIA RATINGS

Appl. No.

:

10/663,015

Confirmation No.:

1737

Applicant

Polly Stecyk

Filing Date

September 15, 2003

Title

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Group Art Unit:

4115

Examiner

Junior O Mendoza

Docket No.

705397.53

Customer No. :

34313

AMENDMENT AND RESPONSE

Mail Stop AMENDMENT Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This paper is filed in response to the Office Action mailed on October 17, 2007.

Amendments to the specification begin on page 2.

Amendments to the claims are provided in a listing of the claims, which begins on page 4.

Remarks begin on page 14 of this paper.